

B.TECH. DEGREE EXAMINATION, MAY 2012**Fourth Semester****EN 010 402—PRINCIPLES OF MANAGEMENT**

(Regular—2010 Admissions)

(Common to AI, AU, EC, EI, IC, IT, ME, PO and PE)

Time : Three Hours

Maximum : 100 Marks

Part A

*Answer all questions.
Each question carries 3 marks.*

1. Define Motivation and its significance in management.
2. Define Industrial fatigue. What are the reasons ?
3. What is the scope of production management ?
4. State the objectives of financial management.
5. Distinguish between Selling concept and Marketing concept.

(5 × 3 = 15 marks)

Part B

*Answer any five questions.
Each question carries 5 marks.*

6. List different organisational structures. Explain any one of them in detail.
7. Explain the objectives of quality circles.
8. What is meant by network ? Mention various types of networks used in project management.
9. What are the elements of cost ? Explain.
10. What are the different kinds of pricing ? Explain.
11. Explain different methods of costing with appropriate examples.
12. What are overhead ? What are the basis for allocation of overheads ?

(5 × 5 = 25 marks)

Part C

*Answer any one question from each module.
Each question carries 12 marks.*

Module I

13. (a) What do you mean by delegation of authority ? Differentiate between delegation and decentralization.
- (b) Define Planning. Explain the major types of plans.

*Or***Turn over**

14. Define span of control. What are the types of span of control ? Explain the factors determining the span of control.

Module II

15. Describe the method of recruitment and selection of persons in an industry.

Or

16. What is industrial dispute ? Describe the different methods of settling industrial disputes.

Module III

17. A project consists of 9 jobs with the following precedence relations and time estimates :

Job	:	A	B	C	D	E	F	G	H	I
Predecessor	:	—	—	A, B	A, B	B	D, E	C, F	D, E	G, H
Time (days)	:	15	10	10	10	5	5	20	10	15

(a) Draw the Project network.

(b) Identify the Critical path.

Or

18. Explain various types of data analysing methods and suggest a suitable method for a batch process industry.

Module IV

19. What are fixed capital and working capital and explain various factors affecting working capital ?

Or

20. Explain the different methods of raising finance by an enterprise.

Module V

21. Explain channels of distribution and the factors influencing it.

Or

22. Explain the concept of advertising. Describe its functions. What are the different types of advertising ?

(5 × 12 = 60 marks)